

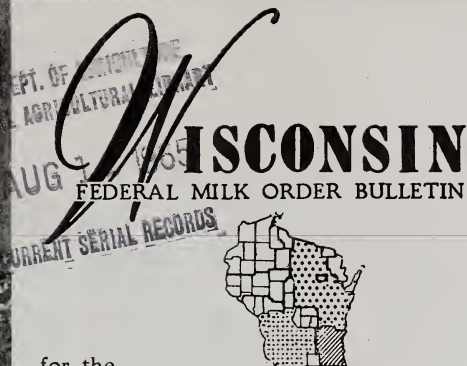
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for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator

JUNE 1965

KATHY KENAS, BRANDON FARM GIRL IS WISCONSIN'S NEW ALICE

Wisconsin's 18th dairy queen has been crowned. She is Kathy Kenas, 20, a student at Stevens Point State University, daughter of Mr. & Mrs. Robert Kenas who operate a 192 acre dairy farm near Brandon in Fond du Lac County. Kathy has completed two years in home economics at Stevens Point.

Miss Kenas received her crown from retiring Alice in Dairyland, Beth Bartosh, at the coronation ceremonies in Sun Prairie, June 26. She will reign for one year as the State's ambassador of good will for dairy products.

She was a 4-H Club member for several years taking cooking and sewing and was on her high school and college honor rolls.

THE DAIRY INDUSTRY moves into the spotlight in June. Seasonally large supplies and low prices provide the industry with the principal ingredients for launching its annual promotional activity. This sales effort has taken on additional importance over the past several years as production of milk has persistently exceeded consumption.

In Indiana, Illinois, Iowa and Michigan production rates thus far this year have been somewhat smaller than those recorded for the nation. In Wisconsin, farmers boosted output about 2 percent above the corresponding year-earlier level during the first five months.

Prices received by farmers for milk thus far in 1965 have averaged somewhat above year-earlier levels primarily because of the upward adjustment in the support price. (to page 8)

— DATA IN BRIEF - FOR THE MAN IN A HURRY —

<u>MAY 1965</u>	<u>Milwaukee Order No. 39</u>		<u>Northeastern Wis. Order No. 45</u>		<u>Madison Order No. 51</u>	
Class I Price & Differential	\$3.67	7.1¢	\$3.53	7.4¢	\$3.67	7.1¢
Class II Price & Differential	\$3.22	6.8¢	\$3.22	6.8¢	\$3.22	6.8¢
Producer Price & Dif'l: Base	\$3.61	7.0¢	\$3.39	7.1¢	\$3.56	7.0¢
	Excess	\$3.24			7.0¢	\$3.22
Pounds of Producer Milk	84,684,068		44,711,229		16,570,186	
Percentage in Class I	75.8%		51.6%		59.6%	
<u>JUNE 1965</u>						
Class I Price & Differential	\$3.66	7.1¢	\$3.52	7.4¢	\$3.66	7.1¢

UNIFORM PRICES AND COMPUTATION

PRODUCER PRICES FOR MAY 1965

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

Name of Handler	Base Price	Excess Price	B.F. Dif'l
Blochowiak Dairy	\$3.61	\$3.22	7.0¢
The Borden Co.	3.59	3.22	7.0
Cedarburg Dairy, Inc.	3.64	3.22	7.0
Christiansen's Dairy	3.62	3.22	7.0
Fairmont Foods Co.	3.64	3.22	7.0
Gehl Guernsey Dairy	3.58	3.22	7.0
Golden Guernsey Dairy	3.61	3.22	7.0
Harmony Dairy Products	3.60	3.22	7.0
Hawthorn-Mellody Farms	3.61	3.22	7.0
Healthway Dairy, Inc.	3.66	3.40	7.1
Home Dairy	3.66	3.40	7.0
Keystone Farms	3.70	3.22	7.0
Krueger Dairy	3.67	3.55	7.1
McFarlands' Farm Dairy	3.45	3.22	7.0
Milk Producers Coop.	3.63	3.22	7.0
Mullen's Dairy	3.64	3.22	7.0
Progressive Dairy Prod.	3.66	3.22	7.0
Pure Milk Association	3.70	3.41	7.0
Roets Home Dairy	3.58	3.22	7.0
Sealtest Foods	3.60	3.22	7.0
Vande Kolk Dairy	3.63	3.36	7.1
Warren Dairy	3.70	3.39	7.1
Wayside Dairy	3.66	3.36	7.1
West Side Dairy, Inc.	3.67	3.22	7.1

WEIGHTED AVERAGES \$3.61 \$3.24 7.0¢

Weighted Average of Base and
Excess Prices for Information: \$3.56

MAY 1965

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments
Adjustments for Value of:

Overage Deducted from Classes I & II
Beginning Inventory Reclassification
Other Source Milk Deducted from Class I
Butterfat More or Less than 3.5 Percent
Plant Location Differentials
Half of Producer-Equalization Fund

Aggregate Value
Excess Milk and Value

Average Price and Net Value
Reserve to Producer-Equalization Fund

Prices to Producers for 3.5% Milk

* Subject to location differentials. These minimum pay

MANUFACTURING PRICES AND

Year and Month	92 Score Butter Chicago	Cheddar Cheese Wis.	Spray Dry Skim	Basic Formula Price	Handler B'fat Dif'l C.I* C.II
1964	cents	cents	cents	dol.	cents
May	57.97	33.70	14.22	3.12	7.0 6.7
June	57.97	33.75	14.24	3.12	7.0 6.7
July	58.00	33.75	14.23	3.11	7.0 6.7
Aug.	59.51	34.38	14.30	3.12	7.0 6.8
Sep.	61.32	36.31	14.30	3.15	7.1 7.1
Oct.	60.47	36.75	14.29	3.24	7.4 7.0
Nov.	62.27	36.75	14.23	3.27	7.3 7.2
Dec.	59.24	36.75	14.20	3.29	7.5 6.8
1965					
Jan.	58.00	35.38	14.23	3.29	7.1 6.7
Feb.	57.99	35.25	14.27	3.25	7.0 6.7
Mar.	57.99	35.25	14.25	3.22	7.0 6.7
Apr.	58.97	35.20	14.22	3.22	7.0 6.8
May	58.97	34.75	14.28	3.23	7.1 6.8
June				3.22	7.1

*Exception, Order 45 is .125 x the butter price (col. 1) for the preceding month. June is 7.4¢.

OTHER PRICE DATA

OF UNIFORM PRICES

Northeastern Wisconsin Marketing Area Federal Order No. 45				Madison Wisconsin Marketing Area Federal Order No. 51			
Pounds of Milk	Average B'fat Test	Price at Test	VALUE	Pounds of Milk	Average B'fat Test	Price at Test	VALUE
23,081,462	3.515917	\$3.542975	\$817,770.39	9,877,005	3.478028	\$3.604879	\$356,054.11
<u>21,629,767</u>	3.782255	3.411934	<u>737,993.30</u>	<u>6,693,181</u>	4.038155	3.585945	<u>240,013.78</u>
44,711,229			\$1,555,763.69	16,570,186			\$596,067.89
			695.92				1,109.75
			98.47				31.14
			-				-
			-45,954.74				-23,694.66
			-363.60				6,566.27
			<u>24,554.12</u>				<u>7,510.57</u>
							<u>\$587,590.96</u>
				2,490,224		<u>\$3.22</u>	<u>-80,185.20</u>
		\$3.432681	\$1,534,793.86	14,079,962		\$3.603744	\$507,405.76
		<u>.042681</u>	<u>-19,083.20</u>			<u>.043744</u>	<u>-6,159.10</u>
Uniform Price	<u>\$3.39*</u>		\$1,515,710.66	Base Price	<u>\$3.56*</u>		\$501,246.66

prices do not include any premium payments which may be paid by handlers.

FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

Class I Price Differentials			Supply-Demand Adjustments			Class I Prices			Uniform Prices to Producers** and Producer Butterfat Differentials					
No.39	No.45	No.51	No.39	No.45	No.51	No.39	No.45	No.51	Milwaukee		Northeast		Madison	
cents			cents			dollars			dol. cents		dol. cents		dol. cents	
68	54	68	-24	-24	-24	3.56	3.42	3.56	3.46	6.9	3.27	7.0	3.39	6.9
68	54	68	-24	-24	-24	3.56	3.42	3.56	3.47	6.9	3.28	7.0	3.42	6.9
88	74	88	-24	-24	-24	3.75	3.61	3.75	3.64	6.9	3.46	7.0	3.61	6.9
108	94	108	-24	-24	-24	3.96	3.82	3.96	3.82	7.0	3.62	7.1	3.78	6.9
108	94	108	-24	-24	-24	3.99	3.85	3.99	3.89	7.1	3.69	7.3	3.87	7.1
108	94	108	-24	-20	-24	4.08	3.98	4.08	3.98	7.3	3.74	7.4	3.96	7.3
108	94	108	-24	-16	-24	4.11	4.05	4.11	3.96	7.3	3.76	7.4	3.94	7.3
88	74	88	-24	-16	-24	3.93	3.87	3.93	3.81	7.3	3.63	7.4	3.77	7.3
88	74	88	-24	-20	-24	3.93	3.83	3.93	3.79	7.0	3.57	7.1	3.73	7.0
88	74	88	-24	-24	-24	3.89	3.75	3.89	3.75	6.9	3.53	7.0	3.67	6.9
68	54	68	-24	-24	-24	3.66	3.52	3.66	3.58	6.9	3.39	7.0	3.55	6.9
68	54	68	-24	-24	-24	3.66	3.52	3.66	3.58	6.9	3.39	7.0	3.53	6.9
68	54	68	-24	-24	-24	3.67	3.53	3.67	3.56	7.0	3.39	7.1	3.50	7.0
68	54	68	-24	-24	-24	3.66	3.52	3.66						

** Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

UTILIZATION AND CLASSIFICATION FEDERAL ORDER NO. 1

I T E M	— MILWAUKEE MARKET NO. 39 —					
	May 1965		April 1965		May 1964	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	48,503	3.5	49,930	3.5	45,549	3.5
Flavored Milk	2,132	3.6	2,000	3.7	1,853	3.5
2% Skim Milk, Solids Added	5,616	2.1	5,857	2.1	3,681	2.1
" " " , Plain	1,732	2.1	1,661	2.2	1,430	2.2
Skim Milk, Solids Added	2,290	.4	2,419	.4	1,921	.3
Plain Skim	946	.6	949	.7	997	.8
Buttermilk	599	1.1	562	1.1	545	1.0
Flavored Milk Drink	213	.4	226	.4	190	.5
Half & Half	1,016	12.7	1,045	12.5	999	12.4
Light Cream	33	18.9	44	17.7	39	19.1
Whipping Cream	229	33.8	261	33.9	214	33.0
Cultured Cream	272	18.5	263	18.4	258	18.8
Subtotal	63,581	3.5	65,217	3.5	57,676	3.5
Bulk Sales to Nonhandlers	712	3.7	602	3.8	258	3.7
Unaccounted for Milk	202	3.5	318	4.2	173	3.8
Total Utilized in Class I	64,495	3.5	66,137	3.5	58,107	3.5
Nonpool Receipts*	-317	4.9	-365	5.1	-124	5.0
CLASS I - PRODUCER MILK	64,178	3.5	65,772	3.5	57,983	3.5
CLASS II MILK						
Bakeries et al.	114	13.3	120	12.5	121	12.7
Cottage Cheese	4,754	.9	5,132	.9	4,448	1.0
Cheese	6,712	3.6	6,137	3.7	4,528	3.7
Butter	1,289	10.4	1,032	13.9	1,434	9.2
Evap., Cond., & Pwd.	4,243	4.0	3,556	4.0	4,565	3.8
Ice Cream & Mixes	2,742	9.9	2,746	10.7	2,677	10.6
Livestock Feed	93		97		69	
Dumped Products	47		117		4	
Skim Equiv. Fort. Prod.	1,878		1,957		1,205	
Ending Inventory	6,119	4.0	4,814	4.0	5,740	4.0
Shrinkage	1,183	3.3	1,082	3.8	1,227	2.3
Total Utilized in Class II	29,174	4.0	26,790	4.1	26,018	4.1
Nonpool Receipts*	-8,668	2.8	-10,141	2.9	-9,173	3.7
CLASS II - PRODUCER MILK	20,506	4.5	16,649	4.8	16,845	4.4
TOTAL PRODUCER RECEIPTS	84,684	3.7	82,421	3.7	74,828	3.7

NOTE: Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

CLASSIFICATION OF MILK

ORDERS 39, 45, 51

— NORTHEASTERN MARKET NO. 45 —						— MADISON MARKET NO. 51 —					
May 1965		April 1965		May 1964		May 1965		April 1965		May 1964	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
18,777	3.5	19,426	3.5	18,520	3.5	7,183	3.5	7,318	3.4	10,036	3.4
1,221	3.6	1,221	3.6	1,194	3.5	564	3.8	591	3.7	751	3.8
1,061	2.0	1,072	2.1	749	2.1	1,310	2.1	1,301	2.1	2,157	2.1
235	1.8	244	1.8	271	1.9	-	-	-	-	-	-
835	.4	800	.4	708	.3	436	.8	442	.7	679	.8
421	.5	496	.5	559	.4	55	.3	56	.6	58	.2
204	1.0	201	.8	246	.8	101	1.4	92	1.4	172	1.6
123	.7	135	.7	75	.9	17	2.6	5	.5	3	.7
372	12.8	364	12.9	384	12.8	235	12.5	226	12.0	319	12.3
4	21.3	5	22.9	9	15.7	8	27.5	8	27.3	4	23.6
81	35.0	90	35.2	92	35.2	29	34.4	30	33.8	54	34.5
74	19.2	70	19.0	75	18.9	37	19.7	36	20.5	45	19.3
23,408	3.5	24,124	3.5	22,882	3.5	9,975	3.5	10,105	3.5	14,278	3.5
241	3.7	268	3.6	247	3.8	1,312	3.6	1,614	3.8	232	4.1
63	7.2	75	5.7	89	6.0	104	5.5	219	3.8	88	3.9
23,712	3.5	24,467	3.5	23,218	3.5	11,391	3.5	11,938	3.5	14,598	3.5
-631	2.9	-673	3.1	-19	1.4	-1,514	4.0	-633	5.4	-667	4.3
23,081	3.5	23,794	3.5	23,199	3.5	9,877	3.5	11,305	3.4	13,931	3.4
-	-	-	-	-	-	4	7.2	3	20.2	6	24.3
2,304	1.1	2,315	1.0	2,253	1.0	941	.9	1,032	.8	1,204	.9
11,301	3.6	10,605	3.6	10,821	3.6	1,955	3.0	2,006	3.0	2,075	3.0
675	35.5	669	35.5	709	35.4	574	35.6	425	35.8	631	35.9
5,833	.3	5,577	.3	6,218	.4	4,676		3,256		4,353	
1,682	7.4	1,598	8.2	1,806	7.6	1,055	9.0	643	12.7	1,175	7.5
75		91		85		88		84		99	
18		9		27		21		55		-	
432		458		470		311		311		451	
2,665	4.2	2,377	4.0	2,595	4.1	1,213	4.0	953	4.2	1,540	4.0
499	2.9	371	3.0	481	3.8	217	2.0	276	2.3	364	1.3
25,484	3.7	24,070	3.7	25,465	3.7	11,055	3.8	9,044	3.9	11,898	3.8
-3,854	3.0	-4,059	3.1	-4,252	3.3	-4,362	3.4	-2,918	3.2	-2,933	3.4
21,630	3.8	20,011	3.8	21,213	3.8	6,693	4.0	6,126	4.2	8,965	3.9
44,711	3.6	43,805	3.7	44,412	3.7	16,570	3.7	17,431	3.7	22,896	3.6

* Includes receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and adjustment for Class II interorder transfers shown as Class I.

CLASS I AND RECEIPTS BY MONTHS

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

Year and Month	MILWAUKEE, No. 39				NORTHEASTERN, No. 45				MADISON, No. 51			
	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk
	Mil.#	%	Mil.#		Mil.#	%	Mil.#		Mil.#	%	Mil.#	
1964												
May	58.0	77.5	74.8	3.6	23.2	52.2	44.4	1.5	13.9	60.9	22.9	2.2
June	54.3	77.5	70.1	3.6	21.7	52.1	41.5	1.7	13.9	67.2	20.8	2.3
July	55.0	81.7	67.2	3.9	24.2	66.3	36.4	2.3	14.6	76.0	19.1	2.7
Aug.	55.7	81.5	68.3	3.8	24.1	69.5	34.6	2.7	14.5	76.4	19.0	2.5
Sep.	58.5	86.0	68.0	4.8	24.0	71.5	33.6	2.3	16.6	82.7	20.1	2.4
Oct.	63.9	88.0	72.6	5.1	25.4	67.6	37.6	2.0	18.5	85.2	21.8	2.6
Nov.	58.5	81.8	71.5	4.0	23.2	62.3	37.2	2.0	16.7	78.7	21.2	3.2
Dec.	62.7	82.6	75.9	4.1	24.2	59.4	40.8	1.9	17.3	75.2	23.1	2.6
1965												
Jan.	62.0	79.3	78.2	3.9	24.0	56.2	42.8	1.9	17.0	71.3	23.8	2.3
Feb.	57.6	80.5	71.6	3.7	22.6	57.0	39.6	1.9	14.3	65.8	21.8	1.9
Mar.	64.5	80.8	79.9	4.4	25.3	56.4	44.8	2.3	18.0	75.0	24.0	2.2
Apr.	65.8	79.8	82.4	4.5	23.8	54.3	43.8	2.1	11.3	64.9	17.4	2.3
May	64.2	75.8	84.7	4.3	23.0	51.6	44.7	2.1	9.9	59.6	16.6	4.9

FARM NUMBERS AND DELIVERIES

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

Year and Month	MILWAUKEE				NORTHEASTERN				MADISON			
	Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm	
	'64	'65	'64	'65	'64	'65	'64	'65	'64	'65	'64	'65
Jan.	2250	2251	1058	1121	1421	1304	1014	1058	642	645	1125	1189
Feb.	2237	2249	1093	1136	1341	1306	1038	1084	641	644	1163	1206
Mar.	2227	2241	1110	1154	1335	1305	1055	1107	640	638	1163	1215
Apr.	2209	2364	1116	1166	1334	1301	1063	1122	635	508	1158	1144
May	2181	2357	1132	1161	1333	1282	1075	1125	633	488	1167	1095
June	2170		1092		1319		1050		628		1102	
July	2180		1003		1323		890		635		973	
Aug.	2229		1005		1326		843		639		958	
Sep.	2236		1021		1317		851		646		1035	
Oct.	2268		1031		1318		920		649		1082	
Nov.	2257		1060		1312		944		642		1103	
Dec.	2254		1090		1311		1005		645		1153	
Avg.	2225		1067		1332		979		640		1098	

COMPARATIVE STATISTICS

SELECTED DATA COMPARISONS, WISCONSIN MARKETS

	Order No. 39			Order No. 45			Order No. 51		
	May		Com-	May		Com-	May		Com-
	'65	'64	parison	'65	'64	parison	'65	'64	parison
Average Daily:									
Producer Milk, thous. lbs.	2732	2414	+13.2%	1442	1433	+0.6%	535	739	-27.6%
Other Receipts " "	140	123		68	51		190	116	
Gross Class I " "	2080	1874	+11.0%	765	749	+2.1%	361	471	-23.4%
Gross Class II " "	941	839	+12.2%	822	821	+0.1%	364	384	-5.2%
Deliveries per Farm, lbs.	1161	1132	+2.6%	1125	1075	+4.7%	1095	1167	-6.2%
Number of Farms	2357	2181	+175	1282	1333	-51	488	633	-145
Avg. Test of Prod. Milk, %	3.71	3.72		3.64	3.66		3.70	3.63	
Number of Handlers:									
Pool Plants	24	25	-1	59	63	-4	19	21	-2
Other Handlers	5	5	-	5	7	-2	7	9	-2
Producer Milk in Class I, %	75.8	77.5		51.6	52.2		59.6	60.9	
Shrinkage to Total Receipts:									
Product Pounds, %	1.43	1.60		1.20	1.24		1.37	1.60	
Butterfat Pounds, %	1.30	1.07		1.14	1.42		1.17	.79	

NEARBY FEDERAL ORDER DATA

TOTAL AND CLASS I PRODUCER MILK, WITH RELATED PRICES - MAY 1965

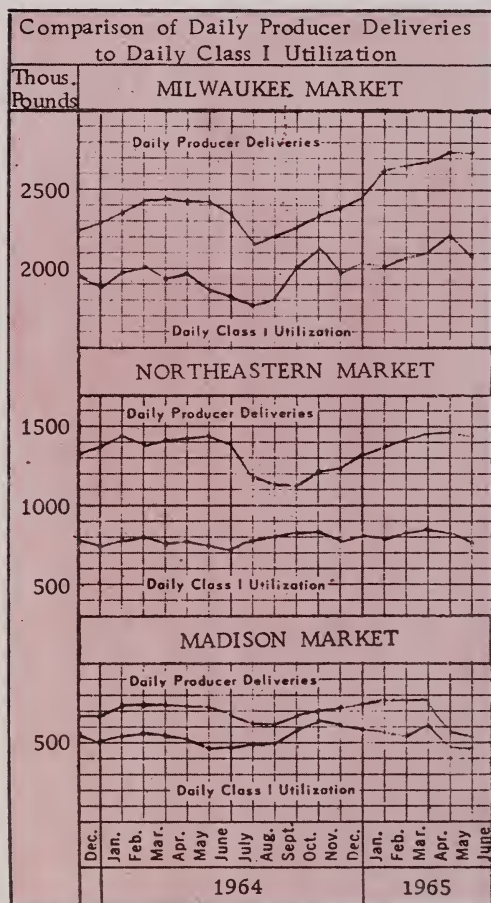
Market	Producer Milk	Class I Milk	Class I Price	Producer Price
	thous. lbs.	thous. lbs.	3.5% Milk \$ per cwt.	3.5% Milk \$ per cwt.
Chicago, No. 30	542,205	196,680	3.79	3.52
Duluth-Superior, No. 69	17,083	7,898	3.98	3.40
Madison, No. 51	16,570	9,877	3.67	3.50
Mich. Upper Peninsula, No. 44	11,747	7,583	3.74	3.64
Milwaukee, No. 39	84,684	64,178	3.67	3.56
Minneapolis-St. Paul, No. 68	106,343	56,823	3.915	3.80
Northeastern Wisconsin, No. 45	44,711	23,081	3.53	3.39
Quad Cities-Dubuque, No. 63	23,502	14,639	3.89	3.72
Rock River Valley, No. 38	12,178	8,679	3.71	3.56
Southern Michigan, No. 40	331,967	185,116	4.00	3.67

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.

WISCONSIN FEDERAL MILK ORDER BULLETIN

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Federal Milk Market Administrator
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for the
Milwaukee, Northeastern
and Madison Marketing Areas

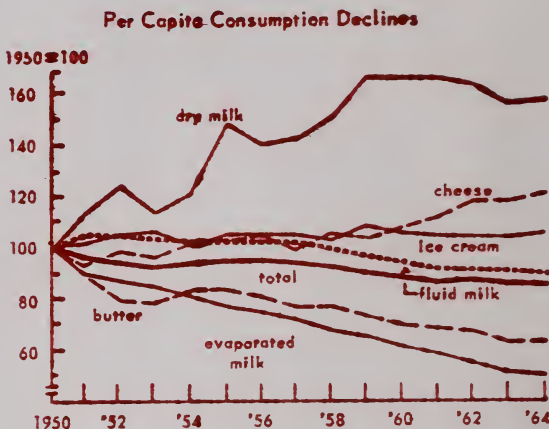
This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.



Dairy Industry, Continued from page 1

Seasonal price increases in the second half are anticipated to be less than in 1964 when foreign demand and smaller supplies boosted prices, and for this year as a whole prices are expected to average about the same as in 1964.

Although Government purchases have declined sharply, nearly 7 percent of the output was diverted from market channels during the past year.



Demand for dairy products has been influenced by the growth in population, shifts in consumption patterns and to a lesser extent the general rise in per capita income, particularly in the low income groups. From 1950 through 1964 consumption per person of cheeses, ice cream and dry milk products increased. On the other hand, consumption of butter, evaporated milk and fluid products all declined sharply on a per capita basis during this period, bringing a net decline in total per capita consumption of about 15 percent.

Population expansion over this period, however, more than offset the decline in per capita consumption. The nation's population increased from 151 million in 1950 to 191 million in 1964 and total consumption of dairy products on a milk equivalent basis rose from about 111 to 119 billion pounds in this period.

These production and marketing trends are expected to persist for some time to come. Thus, if the continuing imbalance between production and consumption is to be altered at present support prices, additional market outlets will need to be found. (Agricultural Letter - June 18, 1965)